Having thus described the invention, it is now claimed:

1.   A system for on-line creation of a printable product, the system comprising:

at least one server accessible via a computer network, said at least one
5   server storing defining data defining a plurality of printable products including one or more design elements, and a first program providing modification functions for modifying the defining data, and assembly functions for assembling a printable product suitable for printing; and

a client computer for accessing said server, wherein said at least one server
10 downloads said first program to said client computer.

2.   A system according to claim 1, wherein said plurality of printable products includes at least one of: announcements, banners, business cards, calendars, greeting cards, certificates, craft cards, envelopes, gift tags, invitations, labels, message
15 cards, origami, postcards, posters, stationary, and stickers.

3.   A system according to claim 1, wherein said client computer includes a browser program for accessing said web server, wherein said first program enhances the functionality of said browser program.

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4.   A system according to claim 3, wherein said first program controls the downloading to the client computer of the defining data that defines a selected printable product.

25   5.   A system according to claim 1, wherein said defining data defines at least one of: graphical elements, text elements, and formatting data associated with the graphical and text elements.

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6. A system according to claim 1, wherein said system further comprises a printer associated with said client computer.

7. A system according to claim 6, wherein said first program assembles printing data for printing the printable product on the printer.

8. A system according to claim 7, wherein said assembly of printing data includes at least one of: resizing, scaling, division into panels that anticipate printing in a desired printing format.

9. A system according to claim 1, wherein said modification function of said first program includes modification to at least one of: font, color, alignment, position within a panel, adding a design element, and deleting a design element.

10. A computer usable medium having computer readable program code means embodied therein for creating, modifying and printing of a printable product, the computer readable program code means comprising:

means for downloading data defining a printable product from a remote storage device;

modification means for modifying the defining data; and

print formatting means for formatting the defining data for printing.

11. A computer readable program code means according to claim 10, wherein said modification means includes means for manipulating one or more design elements.

12.   A computer readable program code means according to claim 11, wherein said design elements includes at least one of: text, graphics, audio and video.

13.   A computer readable program code means according to claim 10, wherein said print formatting means performs at least of the following functions: resizing, scaling, and division into panels associated with a fold format.

14.   A method for generating a printable product using an on-line system accessible via a computer network, the method comprising:

storing on a server accessible via the computer network, data defining a plurality of printable products including one or more design elements;

storing on the server a first program providing modification functions for modifying the defining data, and assembly functions for assembling a printable product suitable for printing; and

downloading the first program to a client computer accessing the server, to allow for modification and printing of a printable product at the client computer.

15.   A method according to claim 14, wherein said plurality of printable products includes at least one of: announcements, banners, business cards, calendars, greeting cards, certificates, craft cards, envelopes, gift tags, invitations, labels, message cards, origami, postcards, posters, stationary, and stickers.

16.   A method according to claim 14, wherein said client computer includes a browser program for accessing said web server, wherein said first program enhances the functionality of said browser program.

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17.   A method according to claim 16, wherein said first program controls the downloading to the client computer of the defining data that defines a selected printable product.

18.   A method according to claim 14, wherein said defining data defines at least one of: graphical elements, text elements, and formatting data associated with the graphical and text elements.

19.   A method according to claim 14, wherein said method further comprises using the first program to assemble printing data for printing the printable product on the printer.

20.   A method according to claim 19, wherein said step of assembling printing data includes at least one of: resizing, scaling, division into panels that anticipate printing in a desired printing format.

21.   A method according to claim 14, wherein said modification function of said first program includes modification to at least one of: font, color, alignment, position within a panel, adding a design element, and deleting a design element.